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Taiwan

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U.S. Flavors Spice Up Taipei International Food Show

Report Categories:

Trade Show Evaluation

Promotion Opportunities

Market Promotion/Competition

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Report Highlights:

At the 2014 Taipei International Food Show (TIFS), 24 USA Pavilion exhibitors reported on-site sales of about US\$740,000 with 12-month sales expected to reach nearly US\$7 million. TIFS is Taiwan's largest and most influential international food trade show and attracts nearly 60,000 visitors every year. This year, U.S. exhibitors introduced roughly 130 new-to-market products and reported meeting, on average, 17 new business contacts. U.S. products drawing the most interest at the show were: condiments, sauces, dairy products, and confectionery products. Taiwan is the United States seventh largest market for U.S. agricultural products, and TIFS is a great trade show for U.S. exporters to meet potential buyers.

Overview:



The USA Pavilion, the second largest international pavilion at TIFS, spruced up its properties top to bottom with attractive welcome towers and fixtures.

The 2014 TIFS was held at the Nangang Exhibition Hall (Taipei) and ran from June 25-28. TIFS is Taiwan's largest and most influential international food trade show. Now in its 24th year, approximately 1,020 exhibitors from over 35 countries participated in the show. This year, TIFS attracted nearly 60,000 local professionals and 7,425 international visitors during the four-day trade show. In 2015, the show will run from June 24-June 27, Wednesday to Saturday. The show will allow general consumer admission on the last day of the show.

The twenty-four USA Pavilion exhibitors reported on-site sales of about US\$740,000 with 12-month projected sales to reach nearly US\$7 million. The U.S. exhibitors introduced roughly 130 new-to-market products and reported meeting, on average, 17 new

business contacts. U.S. products drawing the most interest at the show were: condiments, sauces, dairy products, and confectionery products. Many of the U.S. exhibitors commented that they received a lot of interest from other countries throughout Asia making Taiwan a popular destination to do business. TIFS remains one of the best places to meet contacts from around the world.

Activity Highlights:

The ATO Taipei provided a variety of added-value services to the U.S. exhibitors, such as organizing a preshow briefing, arranging a retail tour, and hosting a Welcome Reception for more than 200 key trade contacts. In addition, the ATO staff was stationed at the Business Center throughout the show period in order to provide immediate assistance to visitors and the exhibitors.

- **Pre-show Briefing**
The ATO invited Chairman Alfred Chen from NamChow Group, one of Taiwan's most established food conglomerates, to be the keynote speaker. Mr. Chen explained to USA Pavilion exhibitors about the cross-strait business potential in the food industry, and Taiwan's significant role.
- **Retail Tour**
"Seeing is believing!" Sometimes, this saying pays off so the ATO arranged a retail tour for USA Pavilion exhibitors so they could see popular product items and packaging in Taiwan's largest upscale retail outlets. The ATO also set up meetings to introduce the exhibitors to the buyers of Far Eastern Department Store (City Super) and Costco. These are two of the most important retail stores in Taiwan and exhibitors were able to meet with their buyers directly.
- **USA Pavilion Welcome Reception**
The USA Pavilion Welcome Reception was well-attended by over 200 industry contacts, including importers, retail buyers, hotel and restaurant buyers, and culinary school faculty. The reception served as a great platform for the exhibitors to mingle with potential buyers. Meanwhile, the buffet featured a wide variety of U.S. regional cuisines that incorporated U.S. food ingredients, including: rice, beef, salmon, cheeses, dried fruits, and barley flakes.

Appendix 1: USA Pavilion Profile 2014

Item	Year 2014
Number of Booth	54
Number of Exhibitors	24
Size (sq.m.)	486
Most popular products	condiments, sauces, dairy products, and confectionery products

Appendix 2: Show Exhibitor Profile 2013

Type	Exhibitors	Booths
Local	592	1,607
Foreign	428	495
Total	1020	2,102

Exhibit Categories	Exhibitors	Booths
National/Regional Pavilions	495	649
Regional Governments	78	74
Association Pavilion	143	504
Assorted Food & Beverages	177	570
Frozen & prepared food	25	114
Wine, coffee, tea, juice& soft drink	42	108
Baking snacks & bread	19	27
Vegetarian & Organic Food	16	24
Foreign Exhibitor	19	26
Media & Other	6	6
Total	1,020	2,102